

**Oneida County Tourism Council Minutes**  
**April 7, 2008**  
**MAVWACC**

**Present:** Gary Baier, Trisha Gaffron, Dan Kuzlik, Guy Hanson, Kari Canfield, Romelle Vandervest, Connie Madden, Lyn Pilch, Erv Teichmiller (MAVWACC Board President), Jim Louis(local Media-WPEG)

**Absent:** Dick Dvorak, Diane Hapka, Bill Neider, Sarah Pischer, Kari Zambon

1. **CALL TO ORDER:** Meeting called to order at 1:34pm by Vice President Kari Canfield.
2. **APPROVE AGENDA:** Motion to approve agenda made by Romelle and second by Connie. Motion carried.
3. **APPROVE MARCH MINUTES:** No minutes were submitted. March minutes will be approved at May meeting.
4. **APPROVE TREASURERS REPORT:** Dick submitted an oral report of a single invoice of \$27,800.00 to Pilch & Barnet for Artists Interactive work on website, film shoots, and development. No balance report was submitted.
5. **APPROVAL OF INVOICES:** Guy presented an invoice for \$250.00 for the printing of the Centennial Celebration brochures to be paid from the \$750.00 allocation for the event. Kari presented the invoice from Dick for Pilch & Barnet (see above). Motion to pay invoices made by Dan, second by Romelle. Motion carried.
6. **DATE OF FUTURE MEETINGS:** Next meeting is scheduled for May 5, 2008 in Lake Tomahawk at 1:30pm. June meeting will be held June 2, 2008 in Rhinelander at 1:30pm.
7. **CENTENNIAL COMMITTEE REPORT:** Guy reported that the Centennial committee is meeting monthly and that the tour of homes scheduled for October is making progress. The homes have been chosen and entertainment is being locked down. Approximately 1,000 flyers are waiting to be printed. Because of the current elections, Guy Hansen's term on the Oneida County Board will be coming to an end and with it his service on the Oneida County Tourism Council. Guy recommended that we work to ensure continued representation through the board's appointment to the Council. Romelle indicated that she has requested to remain on the council and Gary will be as well.
8. **GROW NORH AND OCEDC UPDATE:** Dan Kuzlik reported that Grow North's next meeting is May 14, 2008 and that OCEDC has selected FOTH as its design firm for the sustainable business park. The feasibility study should be completed within 6 weeks. The OCEDC Annual Meeting is scheduled for April 25, 2008 at Holiday Acres and all

interested in attending can get invitations from Dan or Trisha. Dan also reported that the Oneida County Fair will be making several changes in 2008, including moving the date to August 14-16. The fair will have a local focus and free entry and groups are encouraged to retain some free booth space to display at the fair. Another change is that the carnival rides will be replaced with inflatables.

9. **ITBEC REPORT:** Gary reported that ITBEC did not have a board meeting in March but at the last meeting that discussed the council. A representative from Tomahawk mentioned that they may be interested in joining the council. Gary also reported that the board is moving toward a more aggressive agenda.
10. **V.P. REPLACEMENT AND OCTC COMMUNITY RELATIONS REPRESENTATIVE:**  
Connie nominated Romelle Vandervest as the next Vice President of the Council and Romelle accepted the nomination. Motion made by Gary to appoint Romelle as the new Vice President and second made by Connie. Motion carried. Community Relations discussion was tabled until May so that Diane and others could be part of the discussion.
11. **HIGHWAY 45 UPDATE:** No report was submitted.
12. **PILCH & BARNET REPORT/JEM GRANT UPDATE FOR ARTISTS INTERACTIVE:**  
Pilch & Barnet report will be bulleted here for best understanding.
  - a. **Blogs:** Lyn reminded and encouraged all to update blogs as often as possible. They are the most viewed pages on the website and need to remain fresh to keep interest up.
  - b. **Website Stats:** Lyn passed out some stat sheets from the website highlighting that after our Thank You postcards went out in December, hits jumped 50% with more than 4,000 unique visits in the following weeks.
  - c. **Meetings & Conventions:** Lyn reminded council of the discussion on the meetings website and how we can better utilize it and incorporate what MAVWACC is already doing. More discussion is needed.
  - d. **Fall Promotion:** Council is looking at a culinary promotion for fall but there will be virtually no JEM grant dollars available so Lyn asked for opinions on the Ag Grant program that she emailed as a possibility for funding. Lyn will follow up with Diane about what's already being done and will resend the inventory she took. In the meantime, we will all need to be getting letters of support ready for submission. Lyn will send a sample letter to the group. Dan will be the contact for UW Extension Ag Department. It was recommended that we include forestry products such as Christmas Trees and Wreath makers. Lyn will also research Tripoli Winery for location as well as a potato farm run by Rod Kuczmarski that uses minimal pesticides.
  - e. **Year 1 Sales Promo:** This promo is wrapped and even though it's rather a long shot, Lyn will apply for year 2.
  - f. **Trail Guides:** Lyn reported that we have approximately 1,200 guides left at headwaters and encouraged group to stock up. All updates and new maps are

on website but any changes should be directed to Lyn. Guy has some corrections to send.

- g. Artists Interactive Thoughts: Council members expressed some concerns with the Artists Interactive program such as galleries being difficult to locate on the website and that a sort by date or calendar would be helpful. Locals have been concerned that not much local advertising has taken place but don't understand that JEM dollars can not be used for local ads. Lyn recommended that possibly \$5,000 could be reallocated from the printing of additional guides in the budget to do some local advertising. A motion to reallocate \$5,000 in the budget from guide printing to do local advertising for Artists Interactive was made by Romelle, second by Guy. Lyn also asked that whenever we do something as far as local media to be sure we notify P&B.
13. **BUDGET REVIEW AND APPROVAL**: Tabled for May meeting.
14. **DISCOVER WISCONSIN**: No discussion.
15. **STATE TOURISM DEPARTMENT UPDATE**: No report submitted.
16. **PUBLIC COMMENT/COMMUNICATIONS**: Kari asked that members take some Oneida/Vilas maps on their way out and thanked the group for the opportunity to work with them.
17. **ITEMS TO BE INCLUDED IN NEXT AGENDA**: Items to be added to January Agenda include Oneida County Fair Updates, Oneida County Board Appointments, Community Relations Coordinator, Oneida/Vilas County Map, and minutes from both March and April will need to be approved.
18. **ADJOURNMENT**: Motion to adjourn made by Romelle and second by Connie at 2:57pm. Motion carried.

Minutes respectfully submitted by,  
Trisha Gaffron